

Board of Architectural Review

DATE: July 15, 2015
TO: Board of Architectural Review Chair and Members
THROUGH: Jason Sutphin, Community Development Division Chief **JDS**
FROM: Kelly O'Brien, AICP, BAR Liaison **KO**
SUBJECT: **Indus Salon & Boutique – Exception to Master Sign Plan**

ATTACHMENTS: 1. Relevant Code Sections
2. Proposed Sign Plan
3. Photos of Existing Shopping Center Signs
4. Approved Master Sign Plan

Nature of Request

1. Case Number: 15070092
2. Address: 11137 Lee Highway
3. Request: Exception to Master Sign Plan
4. Applicant: Indus Salon & Boutique
5. Applicant's Representative: Bimla Multani
6. Zoning: C-2 Retail Commercial

Staff Comments

Background and Proposal:

On June 5, 2002, the Board of Architectural Review approved the master sign plan application for the Shop N' Go Center located at 11123 – 11149 Lee Highway. The master sign plan was approved with the following conditions:

1. All building mounted tenant signs shall...
 - a) allow individual channel letters constructed of 3/16-inch Plexiglas;
 - b) have Helvetica style lettering red or white, or blue with staff approval of color;
 - c) have returns constructed of 0.063-inch aluminum painted tan to match the existing EIFS;
 - d) have all lettering mounted to a metal raceway, 8" deep by 8" high;
 - e) have letters that do not exceed 22" in height for single line signs and 18" in height for double line signs;
2. The applicant shall obtain all necessary sign permits;

The applicant is proposing signage that does not meet the general requirements of the master sign plan in font, letter return color, and non-channel letters.

Analysis:

The applicant is requesting an exception from some of the Master Sign Plan requirements to be able to reuse the same sign that was used at her previous location.

The applicant is proposing wall mounted signage of 18” high red channel letters for “INDUS” and a second line of red text below in a 12” high white box, “SALON & BOUTIQUE”. The channel letters and letter box are proposed with black returns however the MSP specifies tan returns to match the building. The MSP specifies Helvetica font which the applicant’s sign does not use.

Most of the existing signs on the Center are red or white channel letters with tan returns on a metal raceway. The America’s Best sign is the only sign that varies from the MSP. Staff was unable to find any sign permit or BAR case file for the America’s Best sign currently on the building. Although it appears to show letters in a box similar to what the applicant is proposing it is actually channel letters on a blue backer with what appear to be black letter returns. Also the font is clearly not Helvetica.

The proposed sign is generally consistent with the requirements of the MSP as the sign would be placed in the appropriate location on the building, is the appropriate size, utilizes approved colors and is internally illuminated. Staff believes the modifications to the font used and the change in color of letter return are appropriate. While the MSP does not currently allow for light boxes with lettering for second line of text, staff believes the colors used and the size do not detract from the overall look of the Center and have no issue with the box rather than channel letters.

RECOMMENDATIONS

The proposed plan is consistent with the City’s design criteria. Staff therefore recommends that the application be approved with the following conditions.

1. The proposed sign shall be installed as shown on the plans received July 15, 2015, except as regulated by the Zoning Ordinance, and as may be modified by the Board of Architectural Review, the Director of Community Development and Planning, Zoning, or the Building Official.
2. Signage shall not be installed until after Zoning has issued permits.

ATTACHMENT #1

Relevant Code Sections

Sec. 110-1071. Designation of districts.

(a) The architectural control overlay district is hereby designated as all land in the city which is located outside an historic district and zoned for other than single-family detached residences. In addition, any lot, parcel or area of land within any area zoned for single-family detached residences outside an historic district which is used for other than single-family detached residences or which is the subject of an application for a special use permit or building permit involving any such other use shall be part of the architectural control overlay district. The provisions of this article shall not apply to single-family attached residences after such residences have been initially erected.

Sec. 110-1072. Approval required for improvements.

(a) No structure or improvement located on any land within the architectural control overlay district, including significant landscape features appurtenant to such structure or improvement, shall be erected, reconstructed, altered or restored until the plans for the exterior architectural features and landscaping have been approved by the board of architectural review or the city council in accordance with the provisions of article XIX of this chapter. Plans for signs appurtenant to new and renovated shopping centers, and as otherwise provided for multi-tenant commercial buildings in subsection 110-180(b) shall also be subject to board of architectural review or the city council approval. The board of architectural review shall confine its review and approval to only those features which are subject to view from a public street, way or place. The provisions of this article shall not apply to regular maintenance of a structure, improvement or site; however, an exterior color change of a structure, or substantial portion thereof, shall be deemed an alteration and not regular maintenance.

Sec. 110-915. Powers and duties.

The board of architectural review shall have the following powers and duties:

(2) To review and decide any application requesting approval for exterior architectural features of any structure, improvement or significant landscape feature associated with such structure or improvement to be erected, reconstructed or substantially altered in an architectural control district.

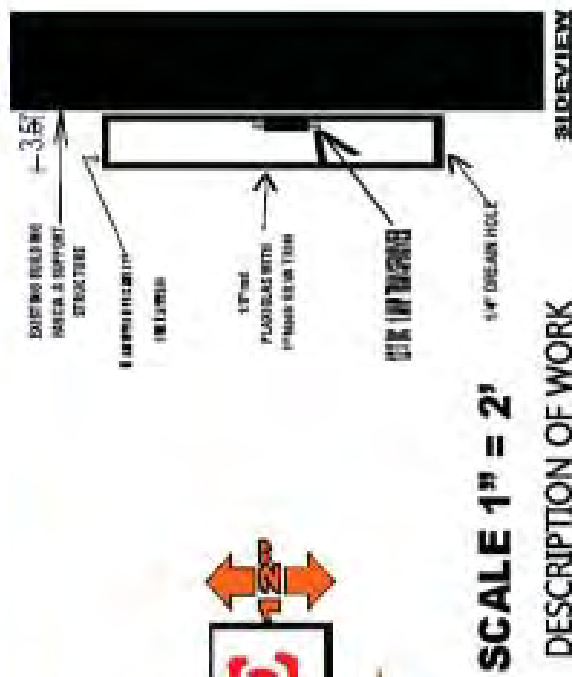
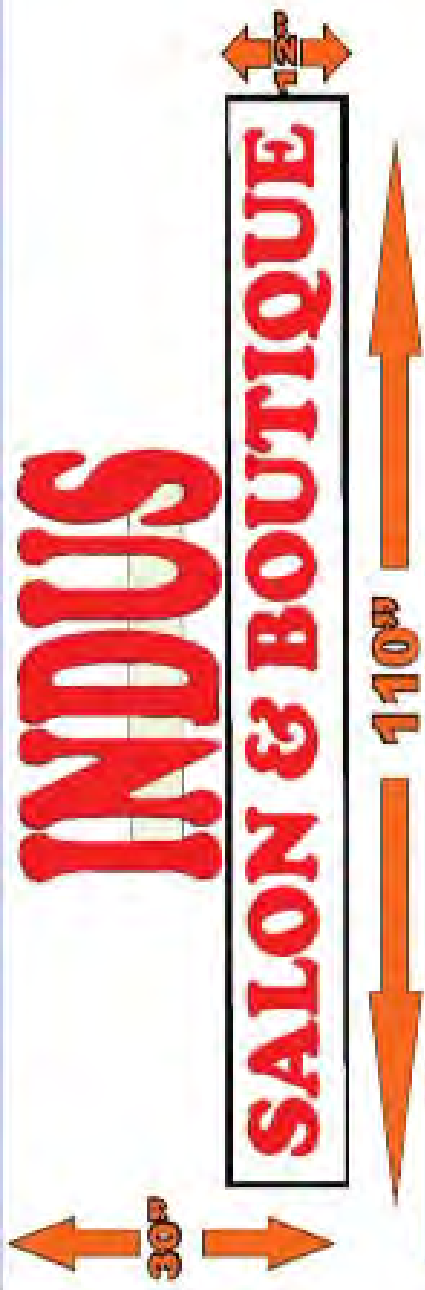
Sec. 110-180. - Signs permitted.

c. Individual multitenant commercial or industrial building on a single lot.

3. Tenant signs. Individual multitenant commercial or industrial buildings shall be permitted building-mounted signs identifying individual tenants.

i. Each building shall be permitted, as a matter of right, a maximum cumulative total of such signs not exceeding one-half square foot for each linear foot of building frontage. The maximum cumulative total of tenant signage for each building may be increased to not greater than 1.50 square feet for each linear foot of building frontage, provided that a conceptual master plan for all tenant, directory, building identification and center identification signs has been reviewed and approved by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter. Such master plan shall include the information specified in subsection (b)(2)b. of this section. Only one such master plan shall be required to increase the amount of signage as specified in this subsection i. Individual tenant signs shall not be subject to subsequent review by the board of architectural review or the city council, provided that all signs erected are consistent with the approved master plan. The maximum area permitted for any one tenant sign shall be 50 square feet.

- d. *Design approval bonus.* The permitted sign area for multitenant commercial buildings not located in the Old and Historic District shall be increased by ten percent if the sign design and location are reviewed and approved by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter. In its deliberations, the board of architectural review or the city council shall consider the visual appropriateness and uniformity of signs with respect to design, color and location, and their integration with the architectural form of the building. The board of architectural review or the city council may impose conditions for approval relative to such considerations.



SCALE 1" = 2'

DESCRIPTION OF WORK

MANUFACTURE & INSTALL ONE (1)
 SET OF PLASTIC FACED, INTERNALLY
 LIGHTED CHANNEL LETTERS & LIGHT BOX AS SHOWN
 ON OUR DRAWING ON RACE WAY.

installed directly on building,
 3.5" deep black returns (.040 aluminum,
 1/8" rohm hess RED pleexi glass
 fully red i.e.d lights for chanel & white for lightbox
 1" black jewlite trim.
 each letters should have 2 drain.
 transformers 12 volt dc 2.5 amp witch will
 all hardware will be u.l approved
 and labeled to meet all local codes
 by county. all attaching hardware will be galvanized.





April 15, 2015

Indus Salon & Boutique
11137 Lee Highway
Fairfax, Virginia 22030
Attn: B. Multani

Re: Indus Salon & Boutique
11137 Lee Highway
Permanent Sign Application

Bimla:

Please proceed with the installation of the new sign for Indus Salon & Boutique at the above referenced address. The landlord has approved the attached sign proof and has granted you permission to install the new sign and remove the old one.

Please let me know if there is anything else you need.

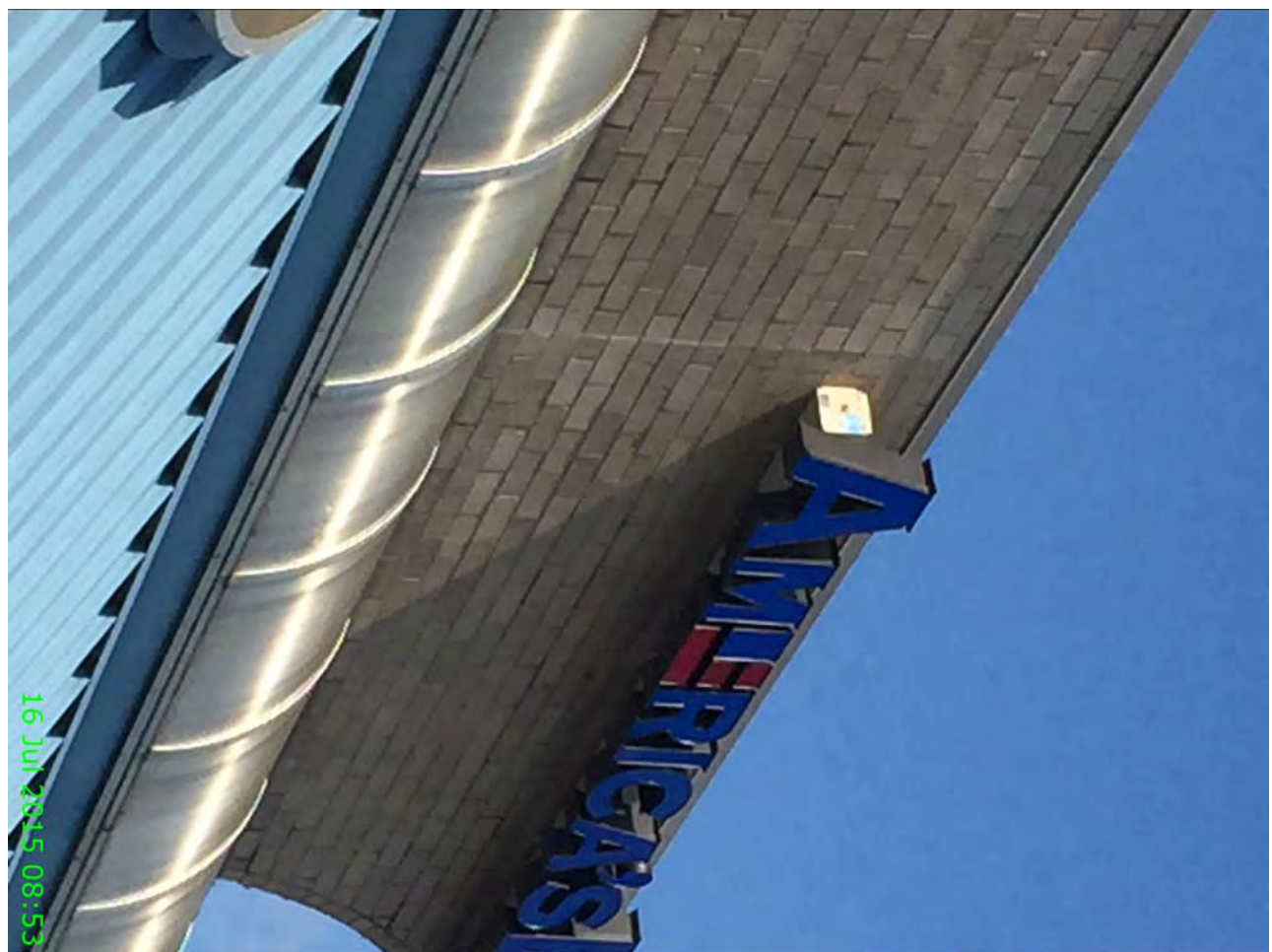
Sincerely,

Joseph A. Caputo

Joseph A. Caputo
President









City of Fairfax

City Hall • Fairfax, Virginia 22030-3630

Project: Shop N' Go Center
11123-11149 Lee Highway
Applicant: Richard Pepper - Agent
BAR 587-02-4

**CERTIFICATE OF APPROVAL
BOARD OF ARCHITECTURAL REVIEW**

Pursuant to Articles II, XIX, and XXII of the City of Fairfax Zoning Ordinance your proposed master sign plan was approved on June 5, 2002 with the following conditions:

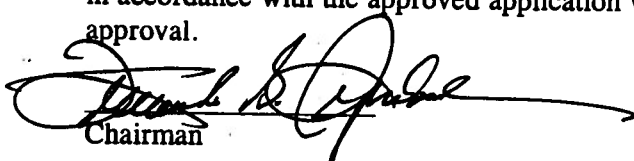
1. All building mounted tenant signs shall...
 - a) allow individual channel letters constructed of 3/16-inch Plexiglas;
 - b) have Helvetica style lettering red or white, or blue with staff approval of color;
 - c) have returns constructed of 0.063-inch aluminum painted tan to match the existing brick;
 - d) have all lettering mounted to a metal raceway, 8" deep by 8" high;
 - e) have letters that do not exceed 22" in height for single line signs and 18" in height for double line signs;
2. The applicant shall obtain all necessary sign permits.

All submitted design drawings, construction specifications, and other application materials shall become the property of the City of Fairfax and shall be available for public review at the Department of Community Development and Planning.

The applicant(s) shall not deviate from the approved design. Any such deviation shall be subject to the penalties provided by the City of Fairfax Zoning Ordinance. Any subsequent changes to the proposed building, or site design, including architectural details, color, and materials, *must* be approved by the staff/BAR, prior to the construction.

The applicant is responsible for incorporating this approved design with its conditions into the plans submitted to the City of Fairfax and for *obtaining all City required permits prior to construction or installation.*

This Certificate shall become null and void if no significant improvement or alteration is made in accordance with the approved application within twelve (12) months from the date of approval.


Chairman


Director, Community
Development & Planning

6/20/02
Date



32'-4"

1'-10" **TEPEYAC FAMILY CENTER** 8" raceway

CHANNEL LETTER LAYOUT

SCALE 1/4"=1'-0"

14'-6" 9'-4"

1'-6" 8" raceway

3'-5 1/2" 1'-6" 8" raceway

SHIVAM 8" raceway

Music & Spices 8" raceway

1'-6" 8" raceway

PRINTING 8" raceway

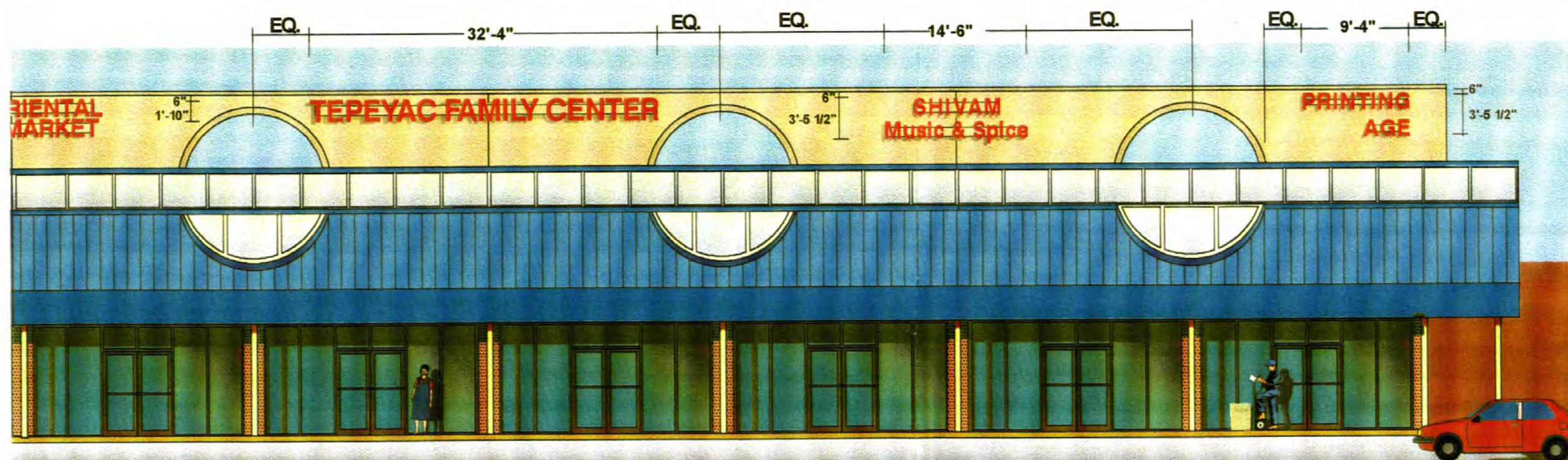
AGE 8" raceway

CHANNEL LETTER LAYOUT

SCALE 1/4"=1'-0"

CHANNEL LETTER LAYOUT

SCALE 1/4"=1'-0"

BUILDING ELEVATION

SCALE 3/32" = 1'-0"

11SALES\RICK\TEPEYAC2.CVS

**SERVICE
NEON
SIGNS
INC**

6611 IRON PLACE
SPRINGFIELD, VA.
22151
(703) 354-3000 TELEPHONE
(703) 354-5810 FAX

CUSTOMER NAME

**SHOP N' GO
CENTER**

LOCATION

11123 LEE HIGHWAY
PIER 1 CENTER

DRAWING #

01-02-145

DATE

01-29-02

SALES PERSON

RICK PEPPER

this design is the property of Service Neon Signs, Inc.
unauthorized use in whole or in part prohibited, violators
will be prosecuted to the fullest extent of the law

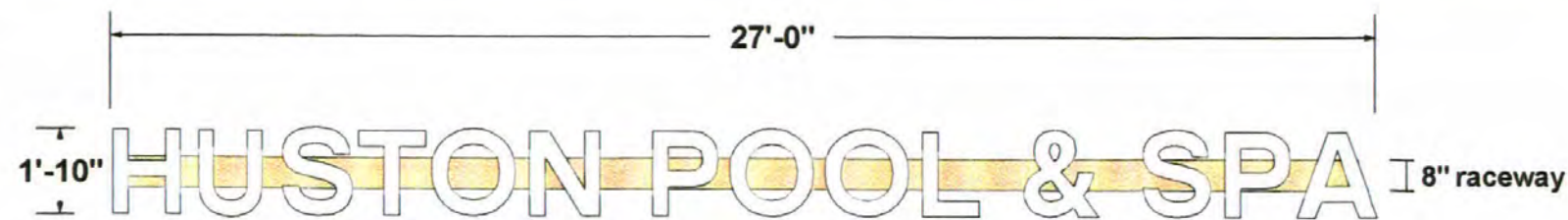
CUSTOMER
APPROVAL

RECEIVED

MAY 15 2002

Dept. of Community
Development & Planning

SHEET 2 OF 2



CHANNEL LETTER LAYOUT

SCALE 1/4"=1'-0"

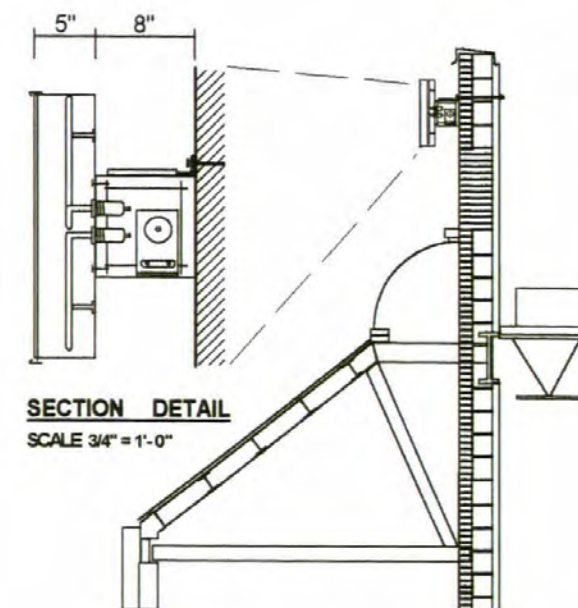


CHANNEL LETTER LAYOUT

SCALE 1/4"=1'-0"



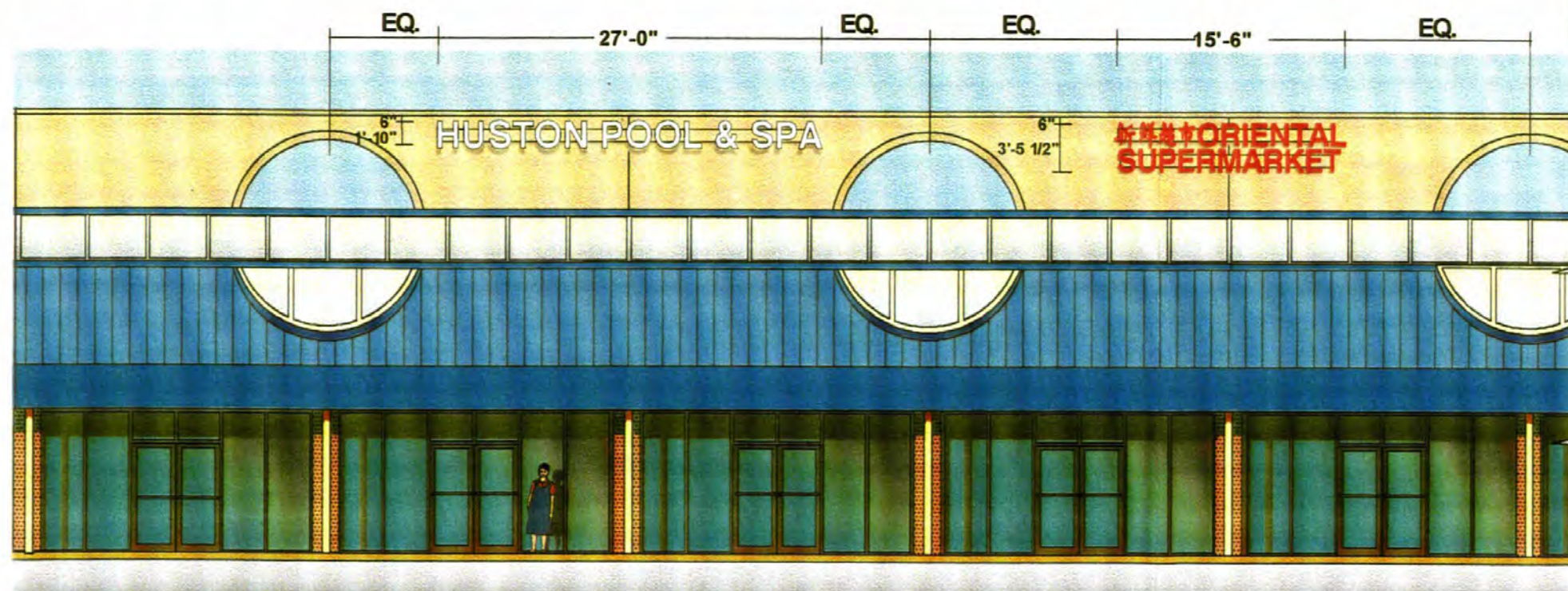
PHOTO OF EXISTING BUILDING



SECTION DETAIL

SCALE 3/4"=1'-0"

BUILDING WALL SECTION
3/16"=1'-0"



BUILDING ELEVATION

SCALE 3/32"=1'-0"

INSTALL EXISTING ONE (1) SET OF " HIGH PLASTIC FACED CHANNEL LETTERS, INTERNALLY LIGHTED AS SHOWN ON DRAWING.

MESSAGE: HUSTON POOL & SPA
(FOUR CHINESE LETTERS) ORIENTAL SUPERMARKET
TEPEYAC FAMILY CENTER
SHIVAM - Music & Spices (STACKED LAYOUT)
PRINTING AGE

LETTERS CONSTRUCTED OF .063 ALUMINUM WITH A SPRAYED PMS 294 BLUE ALL EXTERIOR SURFACES AND WHITE ENAMEL ON INTERIOR SURFACES.

LIGHTING FROM AN INTERNAL SOURCES OF 15MM, CLEAR RED NEON TUBING, REMOTE 30MA TRANSFORMERS STORED WITHIN METAL RACEWAY.

NOTE: ALL WIRING AND LIGHTING COMPONENTS WILL BE UL APPROVED AND A UL LABEL WILL BE ATTACHED TO THE OUTSIDE OF THE RACEWAY.

FACES CONSTRUCTED OF 3/16" 2793 RED PLEXIGLAS BANDED WITH 1" WHITE SILVATRIM MOLDING, SECURED TO LETTER RETURNS USING #8 PAN HEAD SCREWS.

RACEWAY 7" X 7" CONSTRUCTED OF ALUMINUM. NOTE: RACEWAY MUST BE SPRAYED TO MATCH EXISTING BUILDING FACADE ON ALL EXTERIOR SURFACES. FIELD VERIFY COLOR PRIOR TO CONSTRUCTION.

MOUNTING: LETTERS FLAT ALUMINUM RACEWAY AND RACEWAY INSTALLED FLAT TO BRICK BUILDING FACIA USING NON-CORROSIVE HARDWARE AS REQUIRED.

ELECTRICAL TO SIGN LOCATION BY OTHERS. ONE (1) 20AMP, 120 VOLT, ELECTRIC CIRCUITS REQUIRED.

SHEET 1 OF 2

11SALESIRICKITEPEYAC4.CVS

**SERVICE
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6611 IRON PLACE
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22151

(703) 354-3000 TELEPHONE
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CUSTOMER NAME

**SHOP N' GO
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LOCATION

11123 LEE HIGHWAY
PIER 1 CENTER

DRAWING #

01-02-145

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01-29-02

SALES PERSON

RICK PEPPER

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CUSTOMER
APPROVAL